

# Kemin Human Nutrition & Health



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## Part I: Overview of Business

Kemin Industries was founded in 1961 by R.W. and Mary Nelson, in Des Moines, Iowa. Built on exacting science and powered by human imagination, Kemin is an ingredient manufacturer committed to improving the quality, safety, and efficacy of feed, food and health-related products. Through this commitment, Kemin touches more than 3.8 billion lives every day with its products and services.

## Part II: Job Specifics

Kemin Human Nutrition and Health develops science-backed dietary ingredients that provide eye health, brain health, and active wellness solutions to meet the needs of today's consumers. Kemin functional ingredients have been used in over 100 studies to ensure they provide relevant health benefits to consumers and help improve their quality of life. Kemin continues to research and develop new methods for their plant-based science to touch lives around the world.

## Part III: Introduce the Problem

Today's market for health and nutrition products is extremely competitive and continually changing and improving. Kemin is constantly advancing their products to market to current and potential customers. Your task is to choose a Kemin Human Health & Nutrition Active Wellness product and market it to a potential customer.

## Part IV: Background

Currently, the Kemin Health team is researching ways to improve their Human Health & Nutrition Active Wellness products. In order to market these products to potential customers, it is crucial to have a deep understanding of the product, production, and how it is processed in the body.

Students need to understand the following:

1. Human anatomy & physiology
2. Product production & development
3. Marketing & presentation skills

## Part V: Business Solution

What can Kemin do to improve this product? Is there an alternative purpose for use of this product? What are the potential benefits to using this product? What are ways that the production of the product could be improved?

## Part VI: Student Solutions

The goal of this project is to investigate the various molecules within Kemin's Human Nutrition & Health business unit. Students choose a product to research, including its production and application. Students will come up with ways to improve the product and will have the opportunity to present to research scientists and technical service team members at Kemin.